



Don Seidel

Mr. Seidel has twenty-eight years of business development; corporate marketing, product and portfolio management; sales, and sales management experience. This experience was gained at progressive levels of management in a mix of Fortune 500, entrepreneurial, mid-tier consulting companies, and not-for-profit organizations.

As Director & Program Manager for the Advanced Visualization Center at the Fayetteville Technical Community College, he was responsible for the installation and roll-out of six learning labs with interactive 3D technology. His team provided technical support, content development, operations and business development support.

While at Unisys Corporation, Mr. Seidel was responsible for developing client relationships at all levels within agencies of the Commonwealth of PA, identifying information technology consulting opportunities, developing a capture strategy and assembling a pursuit/proposal team to win the business. Responsible for business development and providing sales leadership client account delivery teams, including e-commerce and e-government solutions.

Mr. Seidel was a principal in a privately held information technology consulting firm for ten years, where he was a member of the board of directors and an equity holder. He was involved in most functional areas of the business but was primarily responsible for the development of the initial business plan, corporate marketing, communication and sales strategies. The results included a 700% increase in sales, increased market share, and a distinct corporate identity. Mr. Seidel also led the product management function a large health care financing company, responsible for a multi-line product portfolio, with in excess of \$1billion in revenue.

At IBM, Mr. Seidel achieved several 100% Club awards for sales quota achievement, working with large systems clients for five years. As a senior account manager, he was responsible for local companies, but also was a national account manager for a Fortune 500 worldwide enterprise. Mr. Seidel was then promoted to a corporate marketing position in the financial marketing area. He was

responsible for developing the financial analysis of best-of-breed competitors presented at product announcements, in local sales offices nationwide.

Mr. Seidel earned a Bachelor of Arts in Economics from the Pennsylvania State University. He also received a Master of Business Administration degree from the University of Pittsburgh.